



Executive Council Meeting July 29th, 2015 10am Minutes

Attendees: Shawn- President, Cheryl -Treasurer, Mary-Past President, Melanie President Elect, Natoya- Secretary

1. Welcome and Introductions
Shawn welcomed everyone to the meeting and to the new executive board
Introductions made
2. Old Business
 - A. 2015 ACES Conference – Board meeting and EC meeting (Spurgeon)
Membership meeting and executive board meeting at SACES. The executive board will meet at either lunch or dinner. A doodle will be sent out to determine which works best for everyone.

Volunteering:

To identify proposal reviewers and awards committees we may consider having a website interest google doc form for interest (talk to Alexandria about doing this) and paper copies or announcement at the membership meeting. Maybe have a volunteer page that describes what each committee entails and then a box for individuals to express their interest. To include entry areas for: name, email, job, university, experience, interests

Cheryl can coordinate this with Alex and one of the Presidents to insure that information is accurate and updated

- B. Committees and Interest Networks (Hermann)
With Alex, Mary has made sure that everything is updated. Consider moving things around and/or reformatting on the website to make it more user friendly.
- C. Elections and research grants (Hermann)
Research grants:



Mary has three people in mind and will reach out to the board, if necessary. The turnaround is fairly quick but will keep the numbers reasonable. Board voted to move the proposal deadline to Aug 25th if necessary.

It may be helpful to include a description of the research grant process. Update the formats of the all of the years so that there is consistency on the research grants webpage.

Elections:

Election information needs to be sent out by Alex. The deadline will August 25th if necessary. Mary has asked the board to think about potential candidates for president just in case the number of interested individuals is low.

- D. Updating Policy Manual and By-Laws (Hermann)
Update the policy manual to include changes, such as “guidance counselor” to “professional school counselor.” By-laws need to also be updated and approved by membership at the ACES conference. Mary will do this via email. The policy manual can refer to the conference manual. The policy manual should be static but the conference manual can be fluid.

Mary will facilitate this process and send emails with the process and dates for updates.

- E. SACES 2016 – New Orleans!
We have the hotel contract. We should be thinking about the 2018 site because our conference is so large. Melanie will be the president at this conference, Shawn and Melanie will start the planning process now.

For 2016 Conference:

- Shawn, Mary, and Melanie will go to the site in New Orleans, some time in Nov (to determine how many/types of presentations can be excepted and the layout of spaces)
- February send out proposal submission request
- Melanie can go ahead and decide on theme
- The theme can go in the first presidential newsletter
- Start the buzz at ACES
- The treasurer would like to be more involved on the conference committee to know about the cost/expenditures and to better support this planning process



- F. ACES Regional graduate student representatives (Spurgeon)
Shawn received an email from ACES that we need to submit a nomination for the regional graduate student rep. Shawn will follow-up with an email to ACES to see what needs to happen.
- G. Peggy Cabalos has agreed to serve as the Awards Committee Chair. Shawn has put her in contact with Jeff and others to support her.

If anyone has recommendations for award reviewers please forward them to Shawn and he can send them to Peggy.

3. New Business

- A. Rate changes for website host (Wolf)

Rates are changing with our website host, Wild Apricot, and if we pay 1-2 years in advance by July 31, we can lock in the rate at \$100 a month. Otherwise, it will be increasing to \$130/mo. I have explored our needs and costs. The other option that I mentioned in Birmingham, YourMembership that CSI uses, costs about \$500 a month and has a lot more functionality and allows for more members. However, I am not sure we get enough traffic to go from \$1000 to \$6000 a year. Our active membership is about 530 members with another 400 with overdue renewals. So a discussion on where we are, where we want to go, and what resources we will need will be helpful before I lock in a two-year rate. If we are fine with our current features (e.g., memberships, conference registration, basic website), Wild Apricot is fine. If we feel like we want to spend more to do more (e.g., automatic CEU certificates), we will need to discuss this.

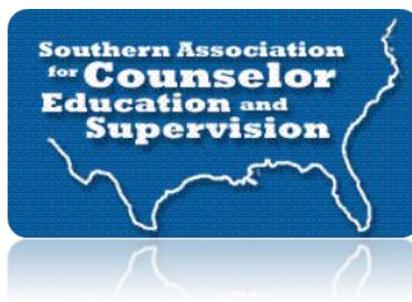
Decision:

We talked about offering webinars and CEUs but since it doesn't exist right now does it really justify the cost increase. There are still options to do webinars but we would need to do some extra work.

We have decided to lock in the 2 year rate. Cheryl will lock this in.

- B. ACES 2015 travel costs (Wolf)

The SACES EC will have some expenses reimbursed from attending the ACES conference. This has typically voted on during the conference meeting, but if we can decide ahead of time, I can factor that into the budget. Last year we also comped the ACES EC registrations and covered some of their expenses,



so we will need to plan for that as well. Mary did a NOLA site visit, but are there other site visits that need to happen before October?

Decision:

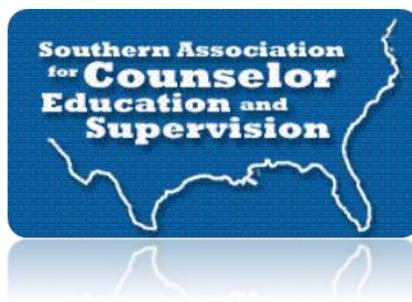
For ACES reimbursement, we decided- 4 nights- hotel room, up to the amount of \$800. Checks will be disseminated at the conference.

C. SACES 2016 Conference budget (Wolf)

Mary asked me to put together a budget for the upcoming year and conference. I have gotten bank statements and Treasurer Reports from Don as well as the NOLA hotel contract, but I think we need to talk about some decisions as an EC. Maybe those decisions are up to the president but it would be helpful to talk about them so we can plan ahead for costs like the receptions and luncheon. I need to get a list of the expenditures from Birmingham as well to go from that. For example, our receptions ran out of food quickly, it would help to see what we purchased then and plan ahead; Mary suggested maybe increasing food at receptions and decreasing it for break times. I would agree based on the way the food was consumed at both. We won't know for sure how many people will be there but we can estimate based on past attendance increases.

We had 688 registrants in Birmingham and have increased registrants over the past several years, so I think it is safe to say we can expect over 700 next year, especially with a more popular destination. For example, from 2006 to 2014, we increased conference registrations 2.5%, 6.7%, 24%, and 30% respectively. If we increased by 30% again next year, we would have 894 registrants; even if we only had 10% growth, we could expect 766 registrants. Based on our totals for each registration type last year, I can also project potential revenue for the next conference so it would be helpful to start the conversations around conference decisions so that can help guide the registration fees we will need to set to cover the costs. We need to consider additional costs like website fees, credit card use fees, awards, officer reimbursements, etc. before we set the registration costs for participants.

Emerging leaders registered and then were paid by check. We had to pay credit card and registration fees for them so I might recommend giving them a free or reduced conference rate in lieu of separate payment. It will



eliminate the extra fees we pay on our end. We can set a separate rate for students or professionals if we decide to go with the discount rate (to cover their meal) instead of free. This will impact the budget depending on the decisions.

Decision:

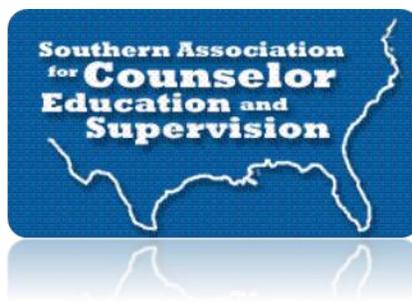
Maybe comp Emerging Leaders registration fee, work them into the registration cost process.

Consider having the registration option online that allows the comp process during registration.

D. SACES 2016 Registration costs (Wolf)

I set up a 2016 SACES conference registration form on our websites (instead of RegOnline) with fields that we used last year and those we wish we would have used (e.g., NCC). I also included the registration types and costs but those can change when we figure out a budget. Right now, as Board members, you should be able to view the Conference Tab and test the registration if you would like. The only option listed now is the Earlybird rate because I can set date limitations on each registration type so only the member type and proper rate are available. I can delete any tests before we go live so feel free to just put "test" in the required boxes if you want to go through the registration form and see what might be missing. This will ensure that non-members join or pay the increased rate. We may also discuss other options including requiring presenters to register by the early-bird due date to get their "presenter" discount. Lots of people ask about that but 73% of our participants last year were presenters and many didn't register or waited until after they were told that they had to register. If we do a presenter discount, it seems best to keep it in line with the early-bird time frame to make it easier on those drafting the conference program as well.

I started testing the current website for conference registrations and it looks like running registrations through our current website will work and save us the extra fees that RegOnline charged. Whenever we use credit cards, it will always cost 3-4% but RegOnline also charged \$3 per person even if we didn't charge them anything. Alex gathered some of the costs to add credit cards on top of PayPal but if we all agree to move back to our website and away from RegOnline for conference registrations, I will need to cancel RegOnline (only charged if we use it) and our current contract with Merchant services (billed



a minimum cost per month regardless of use) if we agree. I can go over some of those details during our meeting.

Decisions/Discussions:

Registration:

Presenters are getting a discount if we can frame it as “early bird” is a discount.

We need to put it out early that if you don’t register then their presentation will be dropped.

Have Alex to include a check box online on the registration form and a box to see who speakers were in the past

RegOnline:

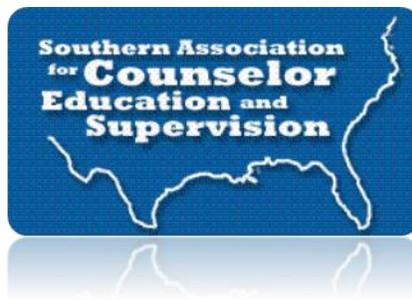
Cancel the merchant service account; which is the credit card operator because we don’t really use, which is \$90 dollars/month and create a new agreement that is about half of that to process credit cards through Wild Apricot, our website provider.

E. Two-year memberships (Wolf)

Someone mentioned at a meeting in Birmingham that we might want to consider a discounted two-year membership since membership seems to lapse in between conference years. Currently the rates for student, retired, new professional, and professional are \$5, \$10, \$10, and \$20 respectively but with so many overdue members, would it make sense to create the two-year membership and offer a 10% discount to each group (e.g., \$9, \$18, \$18, \$36) as an incentive? Then people can lock in their current rate for the two years even if they would transition membership. That may increase revenue in between conference years even with the discounted prices. ACA let me register a year early for their conference at the student rate even though I was planning to graduate right after that so we can offer the same deal if we want. Their registration options would match their membership type.

Decisions:

Other regions are doing this. The board has agreed that the two year rate would help to stabilize the membership and we will move forward with the rate. Because, there will not need to be a vote because we are NOT changing



the rate per year. However, this will be changed in the bylaws. The bylaws will vote on the bylaws at the conference and then posted it on the website.

F. SACES 2018 Conference planning (Iarussi)

Start working on this in Nov. Do a survey and see where people might like to conference, then allow the executive board to narrow it down and then allow the membership to vote at the conference

G. SACES Journal-

The editor and an assistant has been named

The cost of GAs and copy-editor will need to be factored in the cost of registration/dues.

H. Next Meeting:

The meeting doodle will be sent out in the next week to schedule this year's meetings